

**UTAH CTE SKILL CERTIFICATION
PERFORMANCE EVALUATION
Retailing (School Store) – TEST #408**

The performance evaluation is a **required component of the skill certification process**. Each student must be evaluated on the required performance objectives. Performance objectives may be completed and evaluated anytime during the course.

- Students should be aware of their progress throughout the course, so that they can concentrate on the objectives that need improvement.
- Students should be encouraged to repeat the objectives until they have performed at a minimum of **80% (moderately to highly skilled level)**.
- When a performance objective has been achieved at a minimum of 80% (moderately to highly skilled level), **“Y” (Y=YES)** is recorded on the performance summary evaluation form. If a student **does not** achieve 80% (moderately to highly skilled level), then **“N” (N=NO)** is Recorded on the summary sheet for that objective.
- All performance objectives **MUST** be completed and evaluated prior to the written test.
- The teacher will bubble in **“A”** on the answer sheet for item **#81** for students who have achieved **“Y”** on **ALL performance objectives**.
- The teacher will bubble in **“B”** on the answer sheet for item **#81** for students who have **ONE or more “N’s”** on the performance objectives.
- The signed summary evaluation sheet(s) **MUST** be kept in the teacher’s file for two years.
- A copy is also kept on file with the school’s CTE skills certification testing coordinator for two years.

Students who achieve 80% (moderately to highly skilled) on all performance objectives, and 80% on the written test, will be issued a CTE skill certificate.

Please *print* clearly:

I, _____, certify that _____, who is a student at
(Teacher Name) (Student Name)
_____, has mastered each of the following standards and objectives at an 80% or
(High School)
higher level.

ACADEMIC STANDARDS AND OBJECTIVES

_____	08.0705-01	Standard:	Students will understand basic marketing and retail merchandising concepts.
	0101	Objective:	Know and understand the definitions of basic marketing terminology.
	0102	Objective:	Know and understand the seven functions of marketing.
	0103	Objective:	Determine forms of economic utility created by marketing activities.
	0104	Objective:	Know and understand the marketing concept.

_____	08.0705-02	Standard:	Students will understand the marketing mix and strategies used in marketing research.
	0201	Objective:	Know and understand market segmentation and target marketing elements.
	0202	Objective:	Know and understand the role of the marketing mix and research in a retail store.
_____	08.0705-03	Standard:	Students will understand how to develop a business plan and prepare for personnel needs in a retail store.
	0301	Objective:	Know and understand the parts of a retail business plan.
	0302	Objective:	Know and understand personnel needs for a retail store.
_____	08.0705-04	Standard:	Students will have an understanding of the mechanics of operating a retail store.
	0401	Objective:	Understand how to prepare for the opening day.
	0402	Objective:	Understand how to make a retail store operational.
	0403	Objective:	Understand the basics of handling cash, maintaining the store, and establishing policies and procedures.
	0404	Objective:	Understand the measures used in securing a retail store.
	0405	Objective:	Understand the selling process and the importance of customer service.
_____	08.0705-05	Standard:	Students will understand basic accounting practices and procedures used in retailing.
	0501	Objective:	Understand how to account for profits using basic accounting methods.
_____	08.0705-06	Standard:	Students will understand the importance of promotion in a retail business.
	0601	Objective:	Understand the elements involved in promoting a business, including sales promotion, visual merchandising, advertising, and publicity.
_____	08.0705-07	Standard:	Students will identify the role of managers and employees in a retail store and the skills needed to be successful.
	0701	Objective:	Understand the role of the manager and skills needed to operate effectively within a management team.
	0702	Objective:	Understand how to achieve employee success.

Performance Objectives – Required

Students must complete **both** of the required performance objectives below to fulfill the state requirement for performance. Indicate completion of competencies below.

- REQ-01. _____ Demonstrate the sales process in a retail setting.
 REQ-02. _____ Operate a point-of-sale terminal or register, including all associated activities: count change, calculate sales tax, balance and verify till, and process merchandise returns.

Performance Objectives – Optional Activities

Select and complete **five (5) of the twelve (12)** optional performance objectives below to fulfill the state requirement for performance. Indicate which of the competencies have been completed below.

- OPT-01. _____ Analyze the product mix for a retail store, and recommend changes or improvements to the mix.
 OPT-02. _____ Review security measures for the school store and make recommendations for improvements.

- OPT-03. _____ Arrange purchase and ordering of a product.
OPT-04. _____ Create an organizational flowchart for the school store.
OPT-05. _____ Outline the distribution channel for a product.
OPT-06. _____ Review or design a pricing strategy for the school store.
OPT-07. _____ Determine or outline a receiving process for a small business.
OPT-08. _____ Describe ethical behavior for employees in a retail setting.
OPT-09. _____ Design a store policy manual for the school store.
OPT-10. _____ Design a retail sales promotion for a product or service.
OPT-11. _____ Design a retail store layout or blueprint identifying different types of displays.
OPT-12. _____ Construct a merchandise display or point-of-sale promotion.

Teacher's Signature

Date

Student's Signature

Date